

Research Template for people who want to boost up their productivity.(Sales letter from Jason Fladlien)

Target Market

- **What kind of person is going to get the most out of this product?**
 - People who are in college, university, starting a business, or who just want to develop a skill.
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- **Who are the best current customers, with the highest LTV?**
 - People aged between 16-25 since in general they have homework, side hustle or assignments in university and so they can maximize their productivity.
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- **What attributes do they have in common?**
 - They don't want to get distracted each time they decide to get serious. They want to stay focused on their tasks and complete their tasks ASAP.

Avatar

- **Name, age and face. This makes it much easier for you to imagine them as a real, individual person.**
- John Elin, 20 years old , a white dude with curly hair.
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- **Background and mini life history. You need to understand the general context of their life and previous experience.**
- He lives in his parent's house and he's unemployed. He woke up very late and spent most of his time watching youtube videos and he read occasionally. He already got his college results and he's waiting for university. He wants to develop a new skill while waiting for university. He's not interested in taking up a job.
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- **Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.**
- He lives a very mundane life. Sleep at around 1am and wake up at around 9am. Once he wakes up he goes directly to his laptop where he will try writing at least one copy before getting distracted and watching stupid videos. After about two hours he realizes the time wasted and restarts writing.
- Even though he tried staying focused to complete within a given time, he would always lose concentration once it started to get a bit difficult. His brain is damaged. In the afternoon he starts to get sleepy even though much is not completed. He has watched a lot of videos about improving effectiveness and productivity and even try medication but unfortunately it did not work. He also has difficulty managing his time and sometimes spends hours on tasks that should have taken a couple of minutes. If only he could find a way to stay productive.
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- **Values. What do they believe is most important? What do they despise?**
- Having a sense of meaning in life, having a purpose and contributing to the betterment of his family. Despise being a burden on his family and behaving like a sloth.
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- **Outside forces. What outside forces or people does the Avatar feel influences their life?**
- His father. His father is always on his back telling him to get a real job instead of focusing on writing. But John is determined he doesn't want to get entangled in the 9-5. People who are much younger than him are able to do it and this is enough of a driving force to not give up. His desire to prove to his father that he's wrong is strong.

Current State

- **What is painful or frustrating in the current life of my avatar?**
- Taking too much time to improve his writing skills. Frustrated that he can't reach his objectives rapidly. Loses concentration once the task starts to get difficult.
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- **What annoys them?**
- He doesn't know what to do to increase his productivity. He has tried some self-improvement methods but none has worked.
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- **What do they fear?**
- Might not get closer to his dreams of financial freedom or at very least finding a client.
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- **What do they lie awake at night worrying about?**
- That he might continue living like a loser for the rest of his life if no solution is found quickly. He is worried that he will continue to be a burden on his father and might have to find a job if he does not improve.
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- **How do other people perceive them?**
- Well his friends are not quite encouraging and would often tell him to get a real job since they believe that success belongs to those who have good genetics and a rich family.
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- **What words do THEY use to describe their pains and frustrations?**
- Helpless, unproductive.

Dream State

- **If they could wave a magic wand at their life and fix everything, what would their life look like?**
- Well he would be able to complete tasks more quickly and would be able to accomplish a lot of work in a day. His productivity would double and even approach clients on social media.
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- **What enjoyable new experiences would they have?**
- He would be feeling more confident and competent proving to everyone that he's not a weak individual. He would be feeling a lot more important. He would also retire his father who won't need to work for the rest of his life.
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- **How would others perceive them in a positive light?**
- Others would perceive him as a source of motivation and

inspiration. A lot of people would start being lazy and push harder to reach their goals.

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- **How would they feel about themselves if they made that change?**
- He would be fulfilled and accomplished not having to stress everytime he tries to sleep at night.
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- **What words do THEY use to describe their dream outcome?**
- Competent, happier and confident.

Roadblocks

- **What is keeping them from living their dream state today?**
- He is unable to remain productive all the time or he takes too much time for tasks that should have taken minutes.
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- **What mistakes are they making that are keeping them from getting what they want in life?**
- He's unable to manage his time correctly. He does not know yet that different methods exist to increase productivity and effectiveness.
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- **What part of the obstacle does the avatar not understand or know about?**
- He does not know that there are so many people that are facing this problem and fortunately there exist different techniques to improve.
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- **What is the one key roadblock that once fixed will allow**

them to move forward toward their dream outcome?

- Access to this productivity course that will completely boost up his energy and effort. He will be able to complete tasks in less time than he takes.

Solution

- **What does the avatar need to do to overcome the key roadblock?**
- He needs to acknowledge that there were so many people who were facing the same dilemma and they were able to get rid of this problem through different courses.
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- **“If they <insert solution>, then they will be able to <insert dream outcome>”**
- He needs to buy the training program so he won't need to worry about managing time and productivity.

Product

- **How does the product help the avatar implement the Solution?**

- The productivity webinar training will provide all different methods and techniques to use to double his efforts in less than 2 hours.
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- **How does the product help the reader increase their chances of success?**
- He will be able to complete tasks very quickly and thus moving much closer to his goals.
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- **How does the product help the reader get the result faster?**
- If he follows and applies the steps of the program his results will increase drastically.
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- **How does the product help the reader get the result with less effort or sacrifice?**
- By following the steps of the programs
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- **What makes the product fun?**
- Once the steps are applied he will witness his productivity increase rapidly in less than a day.
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- **What does your target market like about related products?**
- Easy to implement. Easy walkthrough. A money back guarantee if it fails. The owner of this program went from a painter to a millionaire. One of the reasons this was possible was because his way of working and his productivity is epic.
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- **What does your target market hate about related products?**
- They regurgitate free thing that can be found on youtube or twitter.

